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174

AMERICAN HYBRID LILIES FOR GARDEN and GREENHOUSE

OFFERED BY

S. S. SKIDELSKY and CO. INC.

144 WEST 27TH STREET

NEW YORK 1, N.Y.

WHOLESALE PRICES

ARE LISTED ON CONVENIENT ORDER
SHEET ENCLOSED AND ARE THOSE
AT WHICH YOU WILL BE INVOICED.

PRICES LISTED IN THIS
FOLDER ARE

RETAIL

OR THOSE YOU CHARGE
YOUR CUSTOMER

NEW
AMERICAN
GROWN
HYBRID
"HEART'S
DESIRE"
(A)

Enjoy the Sensational **NEW** Jan de Graaff Lilies



Heart's Desire

ILLUSTRATED ON COVER

(A)

...Imagine a giant Lily with many huge, warmly tinted, often orange-throated, bowl-shaped flowers. These striking plants are of hybrid origin, giving added vigor and beauty. Large pyramids of flowers.

Each, **\$2.50**; three for **\$7.00**.

Sunburst

(C)

Startling, new, exotic Lilies. Five to seven foot stems carry as many as thirty huge flowers, blooming for weeks in late July. Colors include white, creamy yellow, salmon and orange. A fascinating array of soft pastel shades,

large, smooth, star-shaped flowers. Each, **\$1.50**; three for **\$4.00**.

SUNBURST YELLOW SELECT... The choicest citron-yellows only. Each **\$5.00**; three for **\$14.00**.

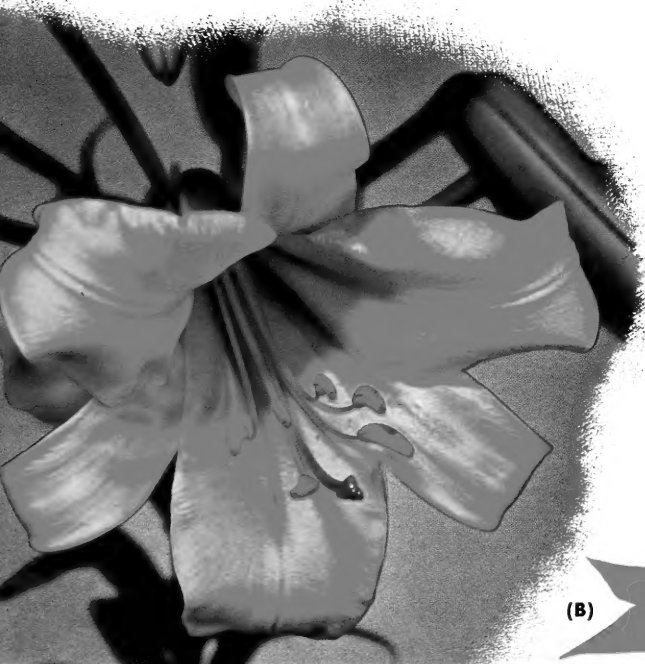
Golden Clarion

(B)

Golden yellow trumpet Lilies, the result of crossing the well-known Chinese Lily Henryi with the best of the Olympic Strain trumpet Lilies.

The color of these Lilies is remarkably fade-proof and show their finest color when planted in slightly filtered sunlight. Each, **\$5.00**; three for **\$14.00**.

OLYMPIC PINK (*not illustrated*)... An indescribably beautiful flower. A few Olympic Hybrids showing pink were crossed and their offspring re-selected. The result is a limited number of new robust, giant trumpet Lilies in fuchsia to rose-pink, with wonderfully large, expanded flowers. They need filtered sunlight as they are apt to bleach in full sun. Each, **\$3.50**; three for **\$10.00**.



(B)



(C)

S. S. SKIDELSKY and CO. INC.

144 WEST 27TH STREET NEW YORK 1, N.Y.

ORDER BLANK

Please enter my order for the following Lilies to be sent to me postpaid:
(at the proper planting time)

NAME _____

ADDRESS _____

CITY _____ STATE _____

Substitutions will not be made unless you permit. If our supply of a variety is exhausted may we send another of equal value? YES _____ NO _____

Quantity	Name of Lily	Delivered Price	Total
COLLECTION 1 —3 Enchantment (L), 3 Olympic Hybrids (M)... \$2.95			
COLLECTION 2 —4 Mid-Century Varieties (G): Enchantment (L), Tangelo, Valencia (H), Joan Evans. 4 bulbs—1 of each.... 2.50 12 bulbs—3 of each 7.00			
COLLECTION 3 —Pacific Coast Hybrids, 7 bulbs 3 Sunset, 3 Bellingham Hybrids (E), 1 Shuksan..... 3.25			
COLLECTION 4 —Olympic Collection, 5 bulbs 3 Olympic Hybrids (M), 1 Olympic Select, 1 Olympic Pink... 6.50			
COLLECTION 5 —Aurelian Collection Golden Clarion (B), Sunburst (C), Heart's Desire (A). 3 bulbs—1 of each.... 8.00 9 bulbs—3 of each.... 22.50			
		Each	Per Three
Heart's Desire (A)		\$2.50	\$ 7.00
Golden Clarion (B)		5.00	14.00
Sunburst Strain (C)		1.50	4.00
Golden Chalice Hybrids (D)		0.50	1.40
Bellingham Hybrids (E)		0.50	1.40
Mortagon Album (F)		0.95	2.50
Mid-Century Hybrids, Mixed Colors (G)		0.50	1.40
Valencia (H)		0.70	2.00
Fiesta Hybrids (I)		0.60	1.50
Gold Band Lily (J)		1.50	4.00
Red Champion (K)		1.00	2.75
Enchantment (L)		0.50	1.40
Olympic Hybrids (M)		0.65	1.75
Jillian Wallace (not illustrated)		6.00	17.50
Olympic Pink (not illustrated)		3.50	10.00
Olympic Select (not illustrated)		2.50	7.00
Shuksan (not illustrated)		0.60	1.50
Sunburst Yellow Select (not illustrated)		5.00	14.00
Sunset Lily (not illustrated)		0.60	1.50
THE NEW BOOK OF LILIES		Per copy	\$4.00 postpaid.

		TOTAL AMOUNT	
I enclose _____		Cheque	Money Order
		Send no cash or stamps. No C.O.D.	
Order Number	Received	Packed	Shipped

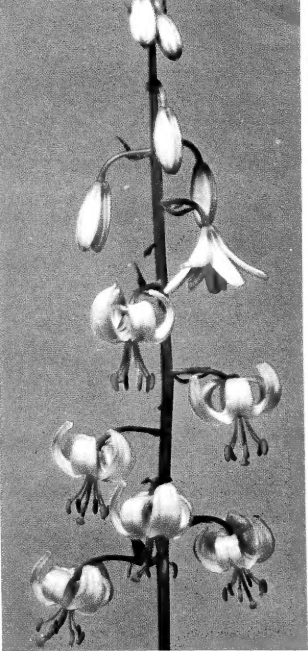
MINIMUM ORDER \$3.50



(D) GOLDEN CHALICE HYBRIDS



(E) BELLINGHAM HYBRIDS



(F) MARTAGON ALBUM



(G) MID-CENTURY HYBRIDS

Lilies to bloom in your garden from May thru September

WHY THESE NEW HYBRID LILIES ARE EASY TO GROW... These acclimated, American-grown, disease-resistant and hardy plants are bursting with the vigor of their hybrid origin. They come to you as large, well-rooted bulbs, carefully packed in peat moss for immediate planting in any sunny, well-drained, porous garden soil. Once planted, they multiply rapidly and will give you every possible variety of color, form and blooming time from June through October. They are best planted in the fall to give them time to establish themselves before winter. These glorious new hybrid Lilies are grown for you on the slopes of Oregon's Mount Hood and come to you direct from the grower.

For best results plant early — For best results order early.

Here is how to grow the finest Lilies...

Soils and Location: Lilies must have perfect drainage, such as a gentle slope provides. If site is level and the soil heavy, prepare raised beds.

Sun or Shade: Lilies need sunlight, at least until 2 p.m. Semi-shade will produce fine, soft colors but weaker stems.

How deep to plant: Never put more than four inches of soil over the top of the bulb.

Soil types: Lilies prefer a slightly acid soil, such as suits Rhododendrons and Azaleas and most other garden plants. Good drainage is most important.

Cultural instructions will be sent out with each order.

(D) GOLDEN CHALICE HYBRIDS... A glorious strain of richly colored, golden upright Lilies that are a joy to behold. These hybrids, masses of golden cups on tall straight stems, flower in June.

Each, **\$0.50**; three for **\$1.40**

(E) BELLINGHAM HYBRIDS... The best of our West Coast native Lilies, inter-crossed and re-selected, produced this lovely strain of tall, graceful

garden Lilies. July-blooming, they stand six feet tall, bear dozens of recurved, long-lasting flowers. Colors range from clear yellow through orange to garnet-red, nicely spotted with brown or reddish brown.

Each, **\$0.50**; three for **\$1.40**

(F) MARTAGON ALBUM... The true white mountain Lily from Dalmatia. Dainty, wax-like flowers, gracefully spaced on four foot stems, with warm green foliage. One of the most permanent of all Lilies. June flowering. Will increase from year to year, forming larger and finer spikes. Should be planted not more than four inches deep in a well-drained sunny location.

Each, **\$0.95**; three for **\$2.50**

(G) MID-CENTURY HYBRIDS, MIXED COLORS... Selected out of thousands of Tiger-Candlestick hybrids for beauty, hardiness and vigor. Plant in groups in border for color and cutting. Late June flowering.

Each, **\$0.50**; three for **\$1.40**



(H) VALENCIA



(I) FIESTA HYBRIDS



(J) GOLD BAND LILIES



(K) RED CHAMPION

(H) **VALENCIA**...A June-flowering hybrid of a beautiful rich golden hue. The petals have bronze mid-ribs and many minute maroon dots. This is a plant that fits well into the summer garden. Can be forced quite readily for earlier flowers. Each, **\$0.75**; three for **\$2.00**

(I) **FIESTA HYBRIDS**...Gracefully reflexed flowers have a glossy, rich sheen that makes them glitter in the sun. On four foot stems they bear from six to twelve flowers in a complete color range as shown. Plant in full sun. Each, **\$0.60**; three for **\$1.50**

(J) **GOLD BAND LILIES**...We offer only true *L. auratum platyphyllum* the much sought-after, strong-growing, wide-leaved type. Immense seven to nine inch, fragrant, waxy-white, bowl-shaped blooms, golden-streaked and often crimson-spotted, as many as fifteen to the six or seven foot high stem. Flowers in August and September.

Each, **\$1.50**; three for **\$4.00**

(K) **RED CHAMPION**...A selected, lovely Speciosum Lily from Japan that came to Oregon as a gift many years ago. It was grown in a small

farm garden on the slopes of Mount Hood from which we were fortunate to get our foundation stock. Blooms in late August and early September.

Each, **\$1.00**; three for **\$2.75**

SUNSET LILY (*not illustrated*)...With bright red-tipped recurved flowers, opening early July, these grand Lilies stand five to seven feet tall and bear as many as twenty flowers. Increase rapidly, easily grown.

Each, **\$0.60**; three for **\$1.50**

JILLIAN WALLACE (*not illustrated*)...A triumph of Lily hybridizing. This famous Lily has been raised in Australia from crosses between the best forms of *L. speciosum* and *L. auratum*. The color, deeply suffused throughout the nine inch flowers, is an intense, vibrant crimson-red, bordered with white. The plants have great hybrid vigor and will thrive wherever *L. speciosum rubrum* will grow. Five to seven foot stems covered with as many as twelve huge flowers when well grown, this Lily is, without doubt, the most spectacular hybrid yet offered.

Each **\$6.00**; three for **\$17.50**

Check these Special Offers

ALL PRICES POSTPAID

COLLECTION 1—3 Enchantment,
3 Olympic Hybrids **\$2.95**

COLLECTION 2—4 Mid-Century Varieties:
Enchantment, Tangelo, Valencia, Joan Evans.
4 bulbs—1 of each **2.50**
12 bulbs—3 of each **7.00**

COLLECTION 3—Pacific Coast Hybrids, 7 bulbs
3 Sunset, 3 Bellingham Hybrids, 1 Shuksan **3.25**

COLLECTION 4—Olympic Collection, 5 bulbs
3 Olympic Hybrids, 1 Olympic Select,
1 Olympic Pink **6.50**

COLLECTION 5—Aurelian Collection
Golden Clarion, Sunburst, Heart's Desire.
3 bulbs—1 of each **8.00**
9 bulbs—3 of each **22.50**

THE NEW BOOK OF LILIES by Jan de Graaff

Superbly illustrated in natural colors, this book sums up some twenty years' experience with lilies, their commercial production, their history and their uses in the garden. Reference charts, blooming dates, etc. Per copy, **\$3.50** postpaid

America's Earliest-Lily

Enchantment

United States Plant Patent No. 862

Most beautiful new hybrid Lily, vibrantly colored. With many large, cup-shaped, upright flowers of intense, blazing nasturtium-red, this plant lights up the whole garden. Late June, early July-flowering; unusually long-lasting.

Each, **\$0.50**; three for **\$1.40**.



(L)

ENCHANTMENT

Olympic Hybrids

The finest, tallest and largest trumpet Lilies yet produced. Broad, strong flowers, pyramidal flower heads. Color varies from ivory-white through soft green, with deeper green and russet tints on outside. Tall, graceful plants, five to seven feet in height, flower in July. Thrive in sunlight or light shade.

Each, **\$0.65**; three for **\$1.75**.

OLYMPIC SPECIAL SELECT (*not illustrated*)...Each year during the flowering season we tag a few of the very finest plants for seed production to improve our strain. We mark more than we need from among the finest specimens. The supply is limited.

Each **\$2.50**; three for **\$7.00**.



OLYMPIC HYBR

Remittances should be made by check or Post Office Money Order. All lilies are grown under ideal conditions for developing hardy, disease-resistant strains. They are carefully packed with full root system and will arrive at the proper time for planting. Orders will be filled in rotation as they reach us . . . ORDER NOW.

FOLD ON THIS LINE SECOND



SEE OTHER SIDE FOR— WHOLESALE PRICE LISTING

IMPORTANT — BEFORE SEALING,
be sure your name and address
is plainly written on the other side.

Prices listed in folder are **RETAIL** and those you charge your customer.
WHOLESALE prices listed other side are those at which you will be invoiced.

FOLD ON THIS LINE



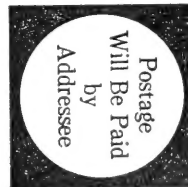
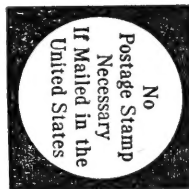
NEW YORK 1, N. Y.

144 WEST 27th STREET

S. S. SKIDELSKY & CO. INC.

FIRST CLASS PERMIT NO. 10571, NEW YORK, N. Y.

BUSINESS REPLY ENVELOPE



SPECIAL COLLECTIONS

Be sure to order at least one collection for an excellent value.

COLLECTION NO. 1

3 ENCHANTMENT 3 OLYMPICS
6 BULBS AS LISTED FOR 1.30

COLLECTION NO. 2

ENCHANTMENT
JOAN EVANS
TANGILO
VALENCIA

1 BULB OF EACH—4 IN ALL—FOR—1.25
3 BULBS OF EACH—12 IN ALL—FOR—3.50

COLLECTION NO. 3

3 BELTINGHAM HYBRIDS
1 SHUKSAN
3 SUNSET
7 BULBS AS LISTED FOR—1.60

COLLECTION NO. 4

3 OLYMPIC HYBRIDS
1 OLYMPIC SELECT
1 OLYMPIC PINK
5 BULBS AS LISTED FOR—3.50

COLLECTION NO. 5

GOLDEN CLARION—SUNBURST—HEART'S DESIRE
1 BULB OF EACH—3 IN ALL—FOR—3.00
3 BULBS OF EACH—9 IN ALL—FOR—8.00

COLLECTION NO. 6 (FOR EASTER POTS)

ENCHANTMENT
JOAN EVANS
TANGILO
VALENCIA
150 STRONG FLOWERING BULBS
25 EACH OF 6 VARIETIES LISTED
SPECIAL LOT PRICE 50.00

No shipments made during spring months. Our fall shipping season closes in late October.

WE GUARANTEE all lilies to be true to name, top-quality, free from pests and disease and to reach you in a live and healthy condition. If for any reason you are not completely satisfied, please notify us promptly: **TO CUSTOMERS IN CANADA:** We ship many orders to Canada every year. This is the procedure which Canadians must follow in order to import plant material. Make out the list of items wanted, state name and address of firm you are ordering from and send it to the Plant Import Division of your Department of Agriculture at Ottawa. They will send you a permit number and labels. Then you send your order, including the permit label, to us in the usual way. **LILIES** will be shipped beginning October 1 and continue through November. Earliest shipments will go to those who simply **MUST** have the plants early, but it is obviously impossible for us to deliver thousands of orders at the outset. We will ship constantly in the sequence as received. Your success is assured if planted any time during this period, but early ordering is advisable to avoid stock being sold short. **TRANSPORTATION** is by parcel post or express, whichever we deem most expedient. Be sure to state your express office if different from postal address. **TERMS** are 3% discount for cash with order. New accounts desiring credit please give three trade references. No. C.O.D. shipments—this adds to cost and involves red tape for you and for us.

PLEASE ORDER YOUR LILIES EARLY

ORDER NO.....

There is a good reason for this . . . it takes time to dig and package lilies properly for shipment.

Received.....

Shipped.....

Please enter my order for the following Lilies to be sent to me:

SHIP TO..... I enclose: \$.....

ADDRESS..... MONEY ORDER CHECK

CITY.....

Send no cash or stamps. NO C.O.D.

Substitutions will **NOT** be made unless you request. If our supply of a variety is exhausted, may we send you another of equal or greater value? Please answer YES..... or NO.....

Transportation charges are **not** included and we must ask you to add 10% additional to cover part of the cost of forwarding these large bulbs. The lilies will be shipped beginning October 1st and earliest shipments will go to those who must have early delivery. Otherwise all orders will be filled strictly in rotation, as received.

25 BULBS WILL BE
SUPPLIED AT HUNDRED RATE

WHOLESALE PRICE LISTING

QUANTITY	VARIETY	Per each	Per three	Per dozen	Per hundred	TOTALS
.....	Amabile30	.75	2.90	23.00
.....	Bellingham Hybrids30	.75	2.90	23.00
.....	Concolor40	1.10	4.30	34.00
.....	Enchantment30	.75	2.90	23.00
.....	Fiesta Hybrids25	.70	2.70	21.00
.....	Fireflame60	1.70	6.00	48.00
.....	Gold Band Lily75	2.10	8.00	60.00
.....	Golden Chalice25	.70	2.70	21.00
.....	Golden Clarion	1.50	4.25	16.00	125.00
.....	Harmony40	1.10	3.75	30.00
.....	Heart's Desire75	2.10	8.00	60.00
.....	Jillian Wallace	3.75	10.50	40.00	—
.....	Joan Evans40	1.10	3.75	30.00
.....	Martagon Album40	1.10	3.75	30.00
.....	Mid-Century Hybrids25	.70	2.70	21.00
.....	Olympic Hybrids30	.75	2.90	23.00
.....	Olympic Pink	2.50	6.75	25.00	—
.....	Olympic Select	1.00	2.85	10.75	85.00
.....	Pagoda40	1.10	3.75	30.00
.....	Parade40	1.10	3.75	30.00
.....	Pumilum25	.70	2.50	20.00
.....	Red Champion40	1.10	4.30	34.00
.....	Shuksan35	1.10	3.50	28.00
.....	Sunburst Strain75	2.10	8.00	60.00
.....	Sunburst Yellow Select	3.75	10.50	40.00	—
.....	Sunset Lily30	.75	2.90	23.00
.....	Tangelo40	1.10	3.75	30.00
.....	Valencia40	1.10	3.75	30.00

The New Book of Lilies by Jan de Graaff @ \$3.50 ea. Postpaid

SPECIAL COLLECTIONS—See back for details.	Per Collection
COLLECTION NO. 1 (6 BULBS THREE EACH 2 VARIETIES)	1.30
COLLECTION NO. 2 (4 BULBS ONE EACH VARIETY)	1.25
(12 BULBS THREE EA. VARIETY)	3.50
COLLECTION NO. 3 (7 BULBS THREE VARIETIES)	1.60
COLLECTION NO. 4 (5 BULBS THREE VARIETIES)	3.50
COLLECTION NO. 5 (3 BULBS ONE EACH 3 VARIETIES)	3.00
(9 BULBS THREE EACH 3 VARIETIES)	8.00
COLLECTION NO. 6 (150 BULBS 25 EA. 6 VARIETIES)	50.00

Total: bulbs for which I enclose 10% additional for

forwarding charges . . . \$.....

TOTAL ENCLOSED . . . \$.....

NO ORDERS FOR LESS THAN \$10.00 PLEASE.

NO ENVELOPE OR STAMP IS REQUIRED
Just fold, seal and mail